

IRC NEWSLETTER

U.S. Embassy, Brasilia

November, 2013

SCIENCE CORNER



My name is Diego Paiva and at the end of June 2013 I received the mission of being the librarian in charge of the Science Corner, at the Catholic University of Brasilia. At first, I had a little knowledge about what a Science Corner was, but as I started getting to know the project, I fell in love with the work done in other Science Corners around the world, and I hope to match the high expectations for this position.

We have great plans for 2014. As the Science Corner was recently opened we're still in the adaptation process. But we've had many visits from the academic community, and had already the creation of a nucleus of studies about the United States in these months of operation.

Next year we plan to renew our physical space, providing new bibliographic materials and share much more scientific knowledge with visitors. We'll do lectures, events, make partnerships with University courses, host visit of students from elementary and high schools, in addition

to bring the community living in the Taguatinga area to participate in the activities within the project. The Science Corner is inside the Central Library of the Catholic University of Brasilia, and is open to everyone from Monday to Friday; from 2pm to 6pm. It has top of the line computers for researches, a multimedia room and also a collection with several options of books, encyclopedias and international newspapers. We're willing to have your visit! Diego Paiva. Science Corner Coordinator

TRENDING TOPICS

INTERNATIONAL EDUCATION WEEK



International Education Week is an opportunity to celebrate the benefits of international education and

exchange worldwide. This joint initiative of the U.S. Department of State and the U.S. Department of Education is part of our efforts to promote programs that prepare Americans for a global environment and attract future leaders from abroad to study, learn, and exchange experiences in the United States.

See the agenda in Brasilia:

<http://goo.gl/37nGHY>

And join the live chat with hundreds of universities on November 13, 2013:

<http://goo.gl/ttwjQg>

UPCOMING EVENTS

WEBCHAT ON ENTREPRENEURSHIP

Expanding your Business to the United States: a Conversation on Entrepreneurship

When: Thursday, November 21, 2013

Time: 11:30 EST (17:30 UTC/ 2:30 Brasilia)

Where: <https://conx.state.gov/live-event/brazil>

Description: Are you a small or medium sized business owner in Brazil? Are you interested in exploring how US and Brazilian businesses can collaborate, expand their client base and provide your company with access to new markets? Then join us for a webchat on Thursday, November 21 at 2:30 Brasilia (include Recife Rio and SP times here) to learn more about the Small Business Network of the Americas (SBNA), which promotes entrepreneurship, innovation and small business growth in the Western Hemisphere by building connections between institutions providing counseling, training, financing and other support services to small and medium businesses. Hear from Eraldo Ricardo dos Santos, SEBRAE's Analista do Núcleo de Inteligência da Unidade de Acesso a Mercados, and Anthony Cambas, Director of the International Trade Center and Small Business Development Center at Oklahoma State University, on being a successful entrepreneur and expanding your business. We invite you to submit your questions, share your experience as an entrepreneur, and tell us what support would be most useful to Brazilian entrepreneurs.

This program will be a live video webchat in Portuguese. Please click on the URL above to participate. To join the conversation on Twitter, use #empreendedorismo and @EmbaixadaEUA

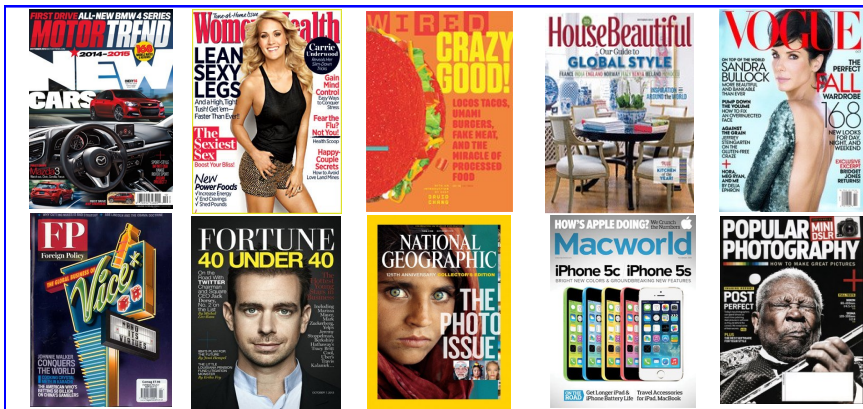


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COLLECTION HIGHLIGHTS!

MAGAZINES



ARTICLE ALERT

Baker, Beth. **Alternative medicine: are “unconventional” therapies becoming accepted?** CQ Researcher, v. 23, Issue 31, Sep. 2013.

Complementary and alternative medicine (CAM), ranging from herbal products to chiropractic and acupuncture, continues to grow in popularity. Nearly 40 percent of American adults use alternative therapies, spending some \$34 billion annually. Nevertheless, critics cite thousands of studies that question the effectiveness of many of these treatments. In addition, they argue that the safety and quality of herbal products and other supplements can be ensured only if they are subjected to the same rigorous regulation as prescription drugs. But proponents counter that many studies have shown promising practices, especially meditation and other mind-body interventions that reduce stress. Integrating such approaches into conventional medicine, they say, is the best way to provide patient-centered care. Proponents also say the rise of alternative medicine in medical school curricula, hospitals and health care systems suggests that what was once called “unconventional” is here to stay.

Pant, Harsh V. **The BRICS Fallacy.** The Washington Quarterly, v. 36, n. 3, Summer 2013.

The term BRICS—referring to the association of emerging economies of Brazil, Russia, India, China, and South Africa—dominated the headlines in March 2013 as Durban hosted the annual group summit. South African President Jacob Zuma suggested that the nascent organization's leadership has “firmly established BRICS as a credible and constructive grouping in our quest to forge a new paradigm of global relations and cooperation.”¹ The meeting resulted in a much-hyped proposal to create a joint BRICS development bank that would finance investments in developing nations. A relative decline in growth rates can certainly explain this rapid turnaround in the fortunes of the much-hyped BRICS, but much more lies behind this debacle than a simple economic failure. Despite their best attempts, the BRICS, even during their heydays, failed to leverage their growing economic might into effective diplomatic clout. The reason lies in the very structure of the group.

Warburton, Bob. **Delivering the Library.** Library Journal, v. 138, n. 15, Sep. 2013.

Today's outreach fleets offer learn, deft solutions to libraries' most pressing needs, including digital literacy and access. Bookmobiles, like the library systems they serve, have been in a state of transformation for quite some time. As with libraries in general, public perception sometimes lingers on the nostalgic past, while in fact today's bookmobile services are focused firmly on the future.

DID YOU KNOW?

THANKSGIVING



254 million!

The number of turkeys raised in the United States in 2012.

Thanksgiving Day is a federal holiday celebrated on the fourth Thursday in November. In the fall of 1621, the Pilgrims held a three-day feast to celebrate a bountiful harvest. Many regard this event as the nation's first Thanksgiving. Today, Thanksgiving is a time when many families come together, and many churches are open for special services. More: <http://www.usa.gov/Citizen/Topics/Thanksgiving.shtml>

BLACK FRIDAY

Black Friday is the day after Thanksgiving Day in the USA and falls on the Friday after the fourth Thursday in November. It is a busy shopping day and is a holiday in some states. One myth is that this day is when retailers begin to make a profit. For some it has become a family tradition to hit the malls on that day. The name “Black Friday” may have its roots in the financial crisis of 1869 or be an expression first used by the police to describe the heavy traffic in Philadelphia. Source: usa.gov / U.S. Embassy Budapest.



Do you know the IRC is open until 8:00 pm

Tuesdays and Wednesdays?

Come visit us!

**SHIS QI 09 Conjunto 17 Lote L
Cas Thomas Jefferson - Lago Sul**

JOIN US!!



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